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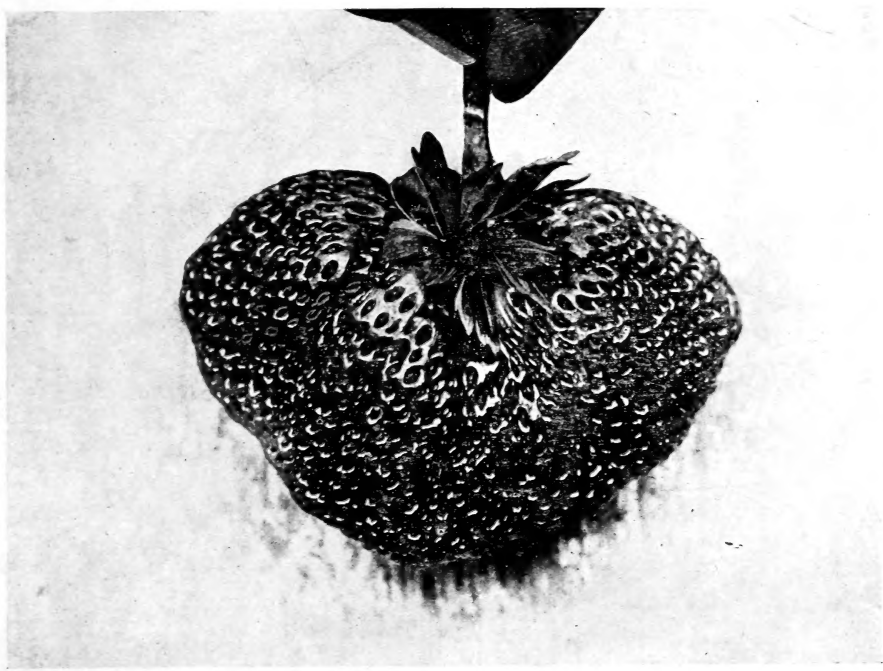


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BUREAU OF PLANT INDUSTRY  
FIELD INVESTIGATIONS IN ORNITHOLOGY  
ANS. Agriculture

U.S. DEPT. OF AGRICULTURE  
RECEIVED JAN 5 1908  
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# THE FENDALL STRAWBERRY



ACTUAL SIZE OF THE FENDALL STRAWBERRY  
(NOTE FINGERS AT TOP OF PICTURE AND CLOSENESS OF SEED)

CHARLES E. FENDALL & SON  
TOWSON, MARYLAND

1 9 0 9

## To the Public

FROM the number of complimentary notices received from those who have fruited and tested the "Fendall" from almost every state in the Union, including such recognized authorities as the Chief Pomologist of the U. S. Dept. of Agriculture, his assistant and the Maryland State Horticulturist, we are confident that when its great merits become better known it will easily take its place at the head of all the leading varieties now in cultivation.



TYPICAL QUART BOX OF "FENDALLS"

We know it to be human to lavish upon one's own production the highest encomiums, but when the praise comes from so many disinterested sources, we are confident that we have not unwittingly deceived either ourselves or the general public, but are offering something of genuine merit.

It is therefore with renewed confidence that we offer this splendid berry for the year 1909.

We are glad to say that, owing to the large stock of plants on hand, we are able to list the "Fendall" at reasonable prices, within the reach of every lover of the fruit.

We are also offering for sale a number of other choice varieties which have been selected with the greatest care, with an eye single to health, quality, and desirability, and which with the "Fendall" we consider the cream of the strawberry world.

## The Fendall Strawberry

**T**HIS splendid berry originated in our garden at Towson, Baltimore County, Maryland, in the spring of 1905. It is a seedling of the well-known William Belt. Its claims to public favor are as follows: *First*, Great vigor of plant growth. *Second*, Large size and delicious flavor. *Third*, Length of bearing season. *Fourth*, Wonderful productiveness. *Fifth*, Splendid root system. *Sixth*, Beauty and symmetry of form.



VINE IN FRUIT

The plant is strong and vigorous, clean and healthy; growing at least two inches higher than any other variety we have in our gardens. Its foliage is a beautiful light green, easily distinguished from any other variety, and as yet has not shown the slightest blemish in any respect. The berries are as large, if not larger, than any other variety grown, and unlike most large varieties in that they are of delicious flavor. In length of season it is certainly remarkable. In 1906, we picked berries from it on the 25th of May and the last on the 4th of July. With the same care and under like conditions, it produced twice as many berries as the Senator Dunlap, Corsican, Pineapple, Nick Ohmer, Glen Mary, Sharpless, William Belt, Marshall, Climax, and three times as many as the Gandy. In 1906, it yielded at the rate of sixteen thousand eight hundred quarts per acre. It throws out a great many runners, which root splendidly in a very short time; in fact, the roots of this variety excel anything we have ever seen in the strawberry

line. They are large and long, often penetrating the soil to the depth of ten or twelve inches, reminding one rather of clover roots than strawberries. The berries are perfect beauties, rich in color, smooth and glossy, with long stems and a very large exceedingly showy cap. It is the best all 'round berry grown today, and both the plant and fruit are bound to command attention, wherever seen.

Although the season of 1908 was an unfavorable one for strawberries on account of the severe drought, we were more than ever pleased with the "Fendall,"

It really surpassed our most sanguine expectations, and had it not been for the "Fendall" our crop would have been a failure, as the old standards did not yield more than one-fourth of a crop, although they received the same care and attention.

More than two hundred and fifty people visited our gardens during the season, and all expressed the greatest astonishment at the wonderful productiveness, size and flavor of this magnificent berry. We honestly believe that with extra cultivation it will grow twenty-thousand quarts to the acre.

Certificate of inspection by State Entomologist with every shipment.

## CERTIFICATE OF NURSERY INSPECTION

### *To Whom It May Concern:*

This is to certify that the nursery stock hereby shipped has been duly inspected and found to be apparently free from all dangerous and injurious insect pests and plant diseases, in accordance with the Laws of Maryland, 1898, Chapter 289, Section 58.

Valid until August 1st, 1909.

THOS. B. SYMONS, *State Entomologist.*

J. B. S. NORTON, *State Pathologist.*

All progressive berry growers should test the most promising of the new strawberries as soon as introduced. Then, if one is found to be superior, the grower has it in its prime, and before it is generally known, and perhaps nearly run its day.

All inferior plants are discarded and you will receive nothing but fine healthy plants, that will grow with proper treatment and will produce a large crop of beautiful red berries, that will come true to name.

The "Fendall" being an imperfect flowering variety, the Corsican, Senator Dunlap, Climax or any other strong staminate, are excellent mates for it, one row of either variety named, three rows of "Fendall" and so on, making an ideal strawberry patch. Money order or draft must accompany all orders for plants, address plainly written, and directions for shipping plants.

In the season of 1907 fine berries were picked from the "Fendall" from the second of June to the tenth of July.

CHARLES E. FENDALL & SON  
Towson, Md.

REFERENCES—The Towson National Bank  
The Second National Bank  
Towson, Maryland.

# A Strawberry "Christening"

The "Fendall" is Formally Introduced to Distinguished Visitors from Washington and Other Friends and Well-Wishers—What Some of Them Had to Say.

*From "The Baltimore County Union," June 6, 1908.*

Upon the invitation of Mr. Charles E. Fendall, Col. G. B. Brackett, chief of the Plant Division of the Agricultural Department, Washington, D. C., his first assistant, Prof. W. H. Ragan, and Prof. C. P. Close, of the Maryland Experimental Station, College Park, came to Towson on Saturday last to see Mr. Fendall's strawberries and to learn something about the production of the wonderful plant called the "Fendall" that is just now in full fruitage and bearing so wonderfully of the large and beautiful berries.

The visitors were met at Mr. Fendall's residence by several residents of the town and after a half hour's rest and pleasant conversation the company repaired to the strawberry patches and there met a delightful sight that few of them were prepared to see. They saw the "Fendall" berry in all its luciousness and glory and many were the compliments showered upon Mr. Fendall for what he had been able to produce by his own unaided efforts. The visitors from Washington were especially enthusiastic and spoke in unstinted praise of the host's achievements in the way of strawberry production.

Colonel Brackett, Professor Ragan and Professor Close made remarks in which they paid high tribute to Mr. Fendall's strawberry, in regard to size, flavor and productiveness. Colonel Brackett said his efforts were being watched with much interest by the Agricultural Department, as Mr. Fendall is demonstrating the possibilities of strawberry culture.

## WHAT COLONEL BRACKETT SAID

I came here for the purpose of learning something about strawberry-growing and I have not been disappointed. I have known of Mr. Fendall a short time, through correspondence, and I took it into my head a few days ago to see his strawberries and find out how he produces such berries.

I assure you it gives me a great deal of pleasure to meet you here and have the opportunity of seeing what I have seen—strawberries in this favored locality and especially under the direction of Mr. Fendall.

He has demonstrated what can be done in strawberry-growing and here is an opportunity, I am sure, for Mr. Fendall to demonstrate to the world what can be done in originating new varieties.

When Colonel Brackett took his departure for Washington, he carried with him a heaping box of "Fendall" strawberries and there were only nine of them in the lot. The Colonel picked these himself.

## PROFESSOR W. H. RAGAN

Having been in the strawberry business for half a century and almost the other half, I can say I have never seen a finer display than I see here in the Fendall strawberry. It expresses all I anticipated and more. It is not only an exceedingly prolific berry but it has every evidence of good strong constitutional vigor. The plant is one of the first things I take notice of in the strawberry and this plant is faultless, as far I can judge from what I have seen. The fruit is, I was almost tempted to say, faultless. It is about as near perfect as things get in this world. Strawberries are hard to beat anyhow and when you get such vigor and such quality they are more than hard to beat.

## PROFESSOR C. P. CLOSE

One especially nice feature about this gathering is that a man does not have to say much—the berries speak for themselves and give more praise than could possibly be given in words.

I don't think it is at all necessary for me to try to add words of praise to what Colonel Brackett and Professor Ragan have said. I heartily concur in what they say in regard to this berry; it is certainly most promising.

*From "The Baltimore Sun," June 21, 1907.*

## STRAWBERRY GROWERS' RIVALS

A number of fine exhibits of Strawberries have been made at the courthouse at Towson during the last two weeks, and while all have been good, six boxes shown yesterday by Mr. Charles E. Fendall, equity clerk in the clerk's office, were in the opinion of all who saw them, the prize winners.

They were of the "Fendall" variety and have qualities that surpass all the others. There is no core in them and the cap only extends into the berry about one-eighth of an inch. They are solid and bright and have a delicious flavor. Mr. Fendall's largest berry measured  $8\frac{1}{2}$  inches in circumference and is the most productive plant ever grown by him. Twelve fill a box.

# Testimonials

What a Few of Those Who Have Tested It Have to Say of the "Fendall."

U. S. DEPT. OF AGRICULTURE.

WASHINGTON, D. C., June 3, 1908.

MR. CHARLES E. FENDALL,  
Towson, Md.

*Dear Mr. Fendall:*—It was a pleasure and a privilege to see the Fendall Strawberry on its home grounds. I am much impressed with this berry. It is a prolific bearer as I saw it, and the berries are of large size and excellent color and would seem to be a good shipper. I am much gratified at having seen it as it grows on your home grounds.

Thanking you for the goodly amount of information gained concerning the beautiful strawberry you have originated, I remain

Yours very truly,

G. B. BRACKETT,  
*Pomologist.*

WASHINGTON, D. C., July 27, 1908.

MR. CHARLES E. FENDALL,  
Towson, Md.

*Dear Mr. Fendall:*—It will be another year before we can make anything like a report on the "Fendall," but the trial plot at your home convinced me that this is an extremely promising berry, and wherever I have seen it elsewhere, I have been convinced of its value.

Next season I hope to be able to make you a better report of the berry on our trial grounds here.

Yours very truly,

G. B. BRACKETT,  
*Pomologist.*

BALTIMORE, MD., October 7, 1908.

MESSRS. CHAS. E. FENDALL & SON,  
Towson, Md.,

*Dear Sirs:*—Whenever I see an opportunity to plant something that is an improvement over what I have been planting, I take advantage of it and convince myself of the facts. This was the case with the "Fendall" strawberry, and I shall never forget my delight and pleasure when I saw these plants bearing in my garden.

I am not a spring chicken, but when I gathered a handful of these berries, I actually ran to the house to show them to my wife. Without any question they are the handsomest strawberries I ever raised or saw. They are heavy bearers and the foliage is strong and full, giving ample protection to the fruit. The berries are the largest I have ever raised and you don't have to look for a big one; they are all big.

I am very proud that this berry was produced in Maryland and am very sure that the "Fendall" strawberry will go down in history.

Yours faithfully,

EARNEST GILL.

MEADOW BROOK NURSERIES,

WYOMING, DEL., October 14, 1908.

MESSRS. CHAS. E. FENDALL & SON,

*Gentlemen:*—The Fendall plants received from you have behaved most excellently. The growth has been clean, strong and entirely satisfactory as compared with over 50 varieties in our trial beds. We obtained a few very beautiful berries last Spring. In every respect they were fine specimens.

Respectfully,

SLAYMAKER & SON.



NURSERIES, DUMONT, NEW JERSEY.  
NEW YORK, October 3, 1908.

CHAS. E. FENDALL & SON,  
Towson, Md.

*Gentlemen:*—Regarding the plants of your "Fendall" strawberry, we must say that it has come up to all you claim for it, and the few plants we had for trial did splendidly and the fruit was as fine as any we ever saw.

Wishing you every success, we are,

Yours truly,  
THE STUMPF & WALTER CO.

SHERWOOD, MD., January 21, 1908.

CHAS. E. FENDALL & SON,  
Towson, Md.

*Dear Sirs:*—I have seen a great many very fine strawberries and can truthfully say that the "Fendall" far surpasses anything I have ever seen in the strawberry line, as regards appearance of the plant itself, and the immense quantity, size and flavor of fruit.

We had some friends to tea one evening when we had a lot of "Fendall" berries, and they all pronounced them, not only the largest they had ever seen, but the finest flavored, and, unlike so many large berries, solid through and through. Wishing you every success, I am,

Yours very truly,  
W. R. HOFF.

LUTHERVILLE, MD., January 10, 1908.

CHAS. E. FENDALL & SON,

*Gentlemen:*—In August last I got from you a dozen of your "Fendall" strawberry plants. I now have eighty ready to plant out in the Spring. They are certainly the most vigorous and prolific plants I have ever seen. The foliage is very large and retains its color remarkably. As you know I only bought them after a close examination of your plantation in full bearing; but after fifty years' experience with strawberries I have never seen anything to compare with them in size, abundance of large fruit and vigor of vine.

Yours,  
C. BOHN SLINGLUFF.

## AS TO THE PLANT ITSELF

NEW YORK AGRICULTURAL EXPERIMENT STATION  
GENEVA, N. Y., October 6, 1908.

CHARLES E. FENDALL & SON,  
Towson, Md.

*Dear Sirs:*—Replying to your letter of October 3d in regard to the "Fendall" strawberry will say that this variety has not yet fruited with us, the plants being obtained from you last Spring and all blossoms removed as they developed. The plants have made a satisfactory growth considering the unusually dry season which we have had during the last ten weeks.

We will be greatly interested in seeing the fruit of this variety and in comparing it with a large number of other varieties now on the Station grounds.

Very truly yours,  
O. M. TAYLOR,  
Foreman in Horticulture.

MICHIGAN AGRICULTURE COLLEGE EXPERIMENT STATION.  
SOUTH HAVEN, MICH., October 6, 1908.

CHAS. FENDALL & SON,  
Towson, Md.

*Gentlemen:*—Your letter of the 3d inst. received. The enclosed clippings, certainly do speak well of the "Fendall" strawberry.

Some of the plants received from you were destroyed by the grub. What few we have left, however, are doing well, and to all appearances are good, healthy growers. They did not make as many plants as many of the other varieties, but they show evidences that they would make many plants on a heavier soil than we have them.

Sincerely yours,  
FRANK A. WILKEN,  
Superintendent.

CROZET, VA., October 5, 1908.

MR. CHAS. E. FENDALL,  
Towson, Md.

*My dear Sir:*—In reply to your favor of 3d just received. The "Fendall" strawberry is as prolific a plant maker as the Bismark, and when I say that I give the highest praise, as I have always found the Bismark the sturdiest and most prolific plant maker I know, and I have tried many varieties. I hope to report on its bearing next season.

Yours very truly,  
WALTER WHATELY,  
*Sec. and Treas. Va. State Hort. Soc.*  
*Sec. Crozet Fruit Growers Assoc.*

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GUELPH, ONTARIO, CANADA, October 9, 1908.

CHAS. E. FENDALL & SON,  
Towson, Md.

*Dear Sirs:*—Yours of 3d inst. to hand. In reply would say the one-half dozen plants came in good condition, but on account of drought have not made as many plants as I would like, but they have done as well as most of the varieties.

I should judge that in a normal year the "Fendall" would be a good plant maker. It seems to be a strong plant, quite healthy.

Yours truly,  
E. B. STEVENSON.

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NORTH BEND, NEB., October 13, 1908.

MR. C. E. FENDALL,  
Towson, Md.

Yours of the 3d inst. received. Am pleased to hear so good account of your berries.

The plants I received from you were fine and they all grew. Last summer was the worst for berries I have seen in twenty-five years. After planting it turned cold and ice froze two inches. It killed a good many berry plants, and some sorts did not recover for weeks. I remain truly,

JAMES WATSON.

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BRIDGETOWN, N. J., October 5, 1908.

CHAS. E. FENDALL & SON,  
Towson, Md.

*Gentlemen:*—In reply to your letter of the 2d we would say that we have not had any chance to test the quality of the "Fendall" strawberry as to its fruiting, having only 12 plants set August, 1907, and as we were after plants we kept the blooms off this year, 1908.

The plants are very prolific and apparently free from rust or disease and will produce a large number of strong plants.

S. B. STEVENS & SON.

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PULASKI, N. Y., October 8, 1908.

CHAS. E. FENDALL & SON,

*Gentlemen:*—The "Fendall" made a strong, vigorous growth with me and looks promising.

Yours very truly,  
L. J. FARMER,  
*Nurseryman.*

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CUYAHOGA FALLS, O., October 10, 1908.

MESSRS. CHAS. E. FENDALL & SON,  
Towson, Md.

*Dear Sirs:*—Your Fendall plants did well with us. Wishing you great success with the "Fendall," we are,

Yours truly,  
M. CRAWFORD CO.

Do not withhold your order on account of distance. We have shipped the "Fendall" successfully over 2,000 miles.

BLenheim, ONT., CANADA.

*Dear Sir:*—The "Fendall" strawberry plants arrived in first class condition, apparently as fresh as when dug. We are expecting great results from them.

Yours respectfully,

N. E. MALLORY.

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SOUTH OMAHA, NEB., April 22, 1908.

CHAS. E. FENDALL & SON,  
Towson, Md.

Received the "Fendall" strawberry plants in good condition. They were strong, healthy plants and out of 5000 strawberry plants which I received this Spring, there was none that could beat the "Fendall."

CHARLES CONOYER.

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NORTH BEND, NEB., April 20, 1908.

*Dear Sir:*—I received the plants in good condition. Planted the same day and they are doing well.

JAMES WATSON."

## TO OUR CUSTOMERS

We begin to ship about March 20th, or when directed. Sending your orders early will avoid delay in receiving them.

## DESCRIPTIONS OF RECENT INTRODUCTIONS

**BOUNTIFUL, PER:**—This is a very promising berry, said to be a seedling of the Glen-Mary and is considered its superior by the originator. Perfect in bloom, early mid-season. Plant very vigorous, good yielder, fruit very large, and holds its size well. Firm, attractive and of good flavor.

**DICKEY, PER:**—Introduced by C. S. Pratt, who sent out the Sample ten years ago. We quote Mr. Pratt's description:

"It is a better berry than Sample; it is as large and productive, and is very firm; colors all over,—no green tips; very fancy. The Dickey will produce as many quarts of fruit as the Sample, and will sell for three or four cents more per quart in the market. I have been growing strawberries for forty years, and have never seen a finer thing in the berry line in my life. The Dickey is a long-season berry. Last year (1906) it commenced to ripen at the middle of June, and on July 18th Mr. Gowing of Mass., the originator, picked five crates of fine fruit."

**GOLDEN GATE, PER.**—This new seedling has made a very strong growth with us. It has a strong staminate blossom with lots of pollen. It produces strictly fancy berries of a rich crimson color with no green tips. It blossoms early and late, making it a good pollenizer for any pistillate variety. We recommend it as an excellent mate for the "Fendall."

The Originator says:—"This new seedling of mine was awarded first premium by the Mass. State Hort. Soc. in 1904 and was highly praised by those who saw it. The judges pronounced the quality much like the Marshall.

**HIGHLAND IMP.**—We give the introducer's description

The Highland Strawberry is a chance seedling found by T. B. Carlisle. He has tested it for ten years and finds it the best money-making variety he grows. The plants are large, healthy and more productive than any other variety. Fruit, fine large color and form, good quality and moderately firm.

**NORWOOD, PER.**—Not having fruited this variety we give the originator's description. The Norwood strawberry was named and given the first prize by the Massachusetts Horticultural Society at the exhibition of 1906. This strawberry is supposed to be a cross between the Marshall and Corsican, as it came up where the Marshall had been grown and near where Corsican was grown at the same time.

The plant is strong and healthy, making a liberal number of strong runners, but not excessive. The berry is conic and regular in shape; not a cockscombed berry was found, this season. Color, bright red all the way through, growing darker with age, is firm, a good keeper, and will ship well. Has a perfect blossom and holds its size well through the season and remains in bearing a long time.

**OREM, PER.**—This is a late variety of the same type as, and in our opinion the superior of the Gandy. It is a very vigorous and healthy plant, the fruit is handsome, a deep red in color with a showy cap and has obtained quite a local reputation.

**ST. LOUIS, PER.**—This is a seedling of Lady Thompson and Haverland, having the shape of Lady Thompson, but much larger in size. We have grown them 12 to the quart, well filled boxes. We have tested them for about five years before offering them to the trade; have watched them closely and think we have a better large early berry than ever before offered. Plants grow very thrifty. No rust has ever been shown on them, making strong, well-rooted plants. Berries are on long stems, making one of the finest to pick and filling the boxes very fast. Color is all that could be asked; firm and very fine flavor. We cannot say too much for this grand, new berry. [Introducer.]

**SARATOGA, PER.**—This berry was originated by William Palmer, of Saratoga County, N. Y. I quote the originator as follows: "I exhibited the Saratoga at the New York State Fair in September, 1906, one plant set in May, 1906, with ordinary field culture, that had 25 good plants and several small ones. A portion of three acres was of this variety, cared for the same as the balance of the field; at one picking at the height of the season yielded at the rate of 5,000 quarts to the acre, maturing at the last of the crop with the Gandy. I have been testing it on different soils for three years, with equally as good results. It has a perfect blossom, and is a cross between the Glen Mary and Sample, two of the leading all-around berries. It has a deep red color; it is a good shipper. Season, medium to late."

The standard varieties, of which we have a splendid lot for sale, are too well known for detailed description. All those we have listed have done well with us.

CARROLLTON, ILL., December 7, 1908

CHARLES E. FENDALL & SON,  
TOWSON, Md.

Dear Sirs:—In regard to the "Fendall" will say I consider it all you claim. Of course I have only fruited it once, but was certainly pleased with it. The berries were very large, fine colored and firm, and productive enough to please anyone. My few plants matured every berry, and they were all No. 1. The plant is a healthy, fine grower, and makes a goodly number of nice plants. Withstood the drouth last summer as well as anything I have, and I have 60 varieties in my test patches.

Yours very truly,

OSCAR S. SMITH.

# Price List

## *New Varieties*

| NAME                | PRICES |        |        |         |         |
|---------------------|--------|--------|--------|---------|---------|
|                     | 12     | 50     | 100    | 500     | 1000    |
| Fendall, I.....     | \$1.00 | \$2.50 | \$5.00 | \$15.00 | \$30.00 |
| Bountiful, P.....   | 1.00   | 2.50   | 5.00   | 10.00   | 20.00   |
| Dickey, P.....      | .75    | 2.00   | 3.00   |         |         |
| Golden Gate, P..... | .30    | .75    | 1.00   | 3.50    | 7.00    |
| Highland, I.....    | 1.00   | 2.50   | 5.00   | 15.00   | 30.00   |
| Norwood, P.....     | 2.00   | 5.00   | 10.00  |         |         |
| Orem, P.....        | .30    | .75    | 1.00   | 3.50    | 7.00    |
| Saratoga, P.....    | .60    | 1.75   | 3.25   |         |         |
| St. Louis, P.....   | .60    | 1.75   | 3.25   |         |         |

## *Standard Varieties*

|                             |        |        |        |        |        |
|-----------------------------|--------|--------|--------|--------|--------|
| Abington, P.....            | \$ .30 | \$ .75 | \$1.00 | \$3.00 | \$5.00 |
| Climax, P.....              | .30    | .75    | 1.00   | 3.00   | 5.00   |
| Corsican, P.....            | .30    | .75    | 1.00   | 3.00   | 5.00   |
| Gandy, P.....               | .30    | .75    | 1.00   | 3.00   | 5.00   |
| Oaks Early, P.....          | .30    | .75    | 1.00   | 3.00   | 5.00   |
| Pineapple, P.....           | .30    | .75    | 1.00   | 3.00   | 5.00   |
| Senator Dunlap, P.....      | .30    | .75    | 1.00   | 3.00   | 5.00   |
| Stevens L. Champion, P..... | .30    | .75    | 1.00   | 3.00   | 5.00   |

## IMPORTANT

If plants are ordered by mail add 6 cents per dozen; 10 cents per twenty-five; 30 cents per hundred. If ordered by express or freight we send collect.



CHARLES E. FENDALL & SON

## TOWSON

MARYLAND

190

Enclosed herewith please find \$..... for which

send me by \_\_\_\_\_ on or about \_\_\_\_\_ 190  
 Mail Express Freight

the order noted below.

(Name)

## Shipping directions

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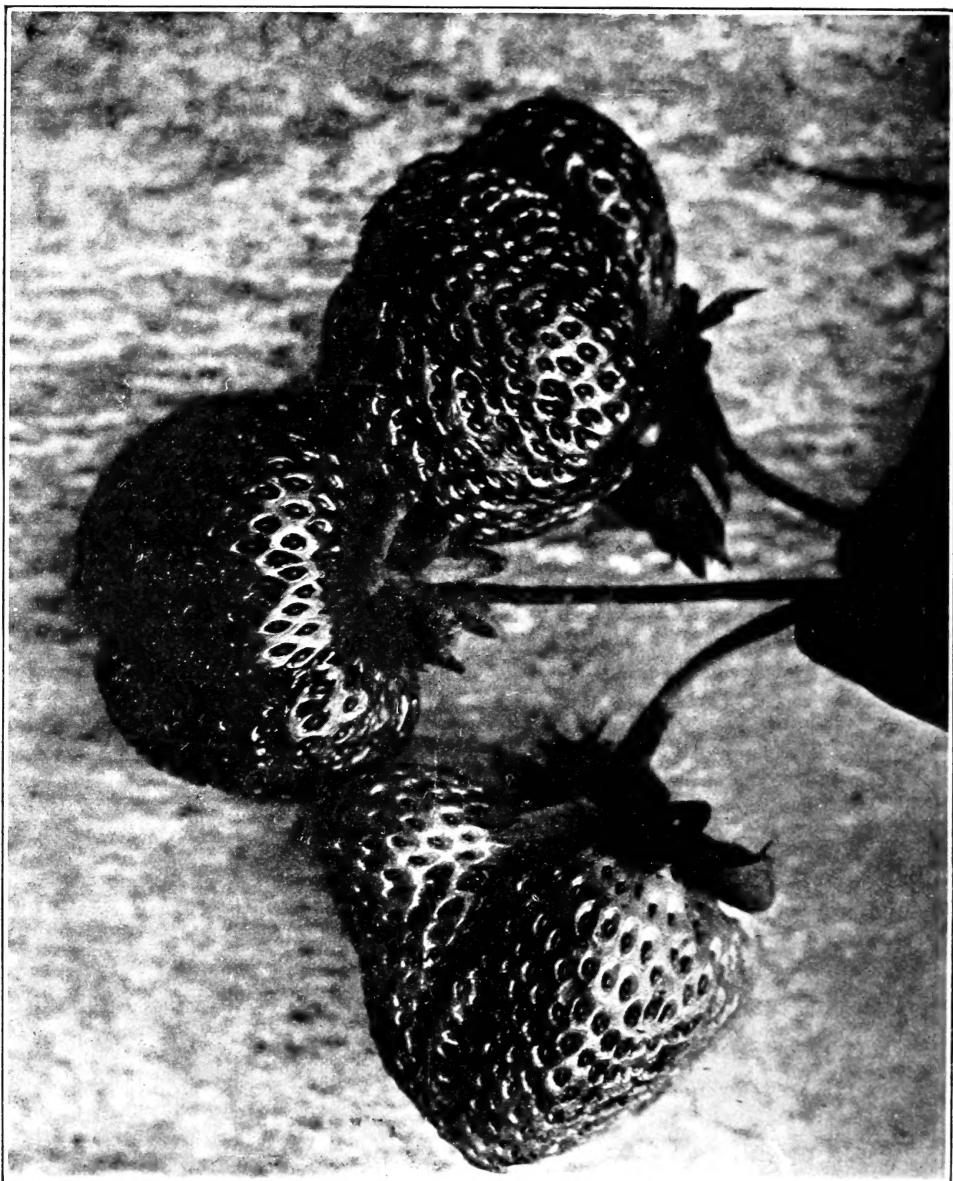
(OVER)

Send us a few names of live strawberry growers in your section and we will remember you with extras.

| NAME | ADDRESS |
|------|---------|
|      |         |







A TRIO OF "TENDALLS"